

THE TOWN OF HILTON HEAD ISLAND
TOWN COUNCIL WORKSHOP

Date: Monday, February 8, 2016

Time: 5:00 P.M.

Present from Town Council: David Bennett, *Mayor* Bill Harkins, *Mayor Pro Tem*; Marc Grant, Tom Lennox, Kim Likins, John McCann, Lee Edwards, *Council Members*

Present from Town Staff: Steve Riley, *Town Manager*; Greg DeLoach, *Assistant Town Manager*; Susan Simmons, *Director of Finance*; Brian Hulbert, *Staff Attorney*; Melissa Cope, *Systems Analyst*; Vicki Pfannenschmidt, *Executive Assistant/Town Clerk*

Present from Hilton Head Island-Bluffton Chamber of Commerce: Bill Miles, Jay Wiendl, Steve Birdwell, Charlie Clark, Ariana Pernice, Hannah Horne, Ray Deal

Present from Media: None

1) CALL TO ORDER

Mayor Bennett called the workshop to order at 5:00 p.m.

2) PLEDGE TO THE FLAG

- 3) FOIA Compliance** – Public notification of this meeting has been published, posted and distributed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

4) Presentation by the Hilton Head Island-Bluffton Chamber of Commerce: How the Destination Marketing Plan is Developed

Bill Miles reviewed the role of the Hilton Head Island-Bluffton Chamber of Commerce as the Designated Marketing Organization (DMO). He reviewed the funding and explained the breakdown on taxes, the marketing plan process and the process for metrics. Mr. Miles noted the revenue per available room has increased approximately 20% in the past two years. He explained the overall health of tourism has increased noting that every dollar Hilton Head Island puts in they receive a \$49.37 return.

Ariana Pernice explained the process for tourism markets and reviewed the brand promise noting it was a collaborative effort of many. She explained the Chamber is ever present on the web, social media, digital media and print media focusing on leisure marketing, arts, culture and history marketing and international marketing and gave a detailed review of the process in achieving the goals of such. She concluded noting that tourism is up, the workforce in growing, meetings and group business in thriving and capital and private investment has increased which contributes a successful brand. Ms. Pernice stated that the Hilton Head Island Brand is one of the Chamber's greatest assets.

Hannah Horne covered the advocacy aspect of the DMO. She reviewed the many initiatives they have undertaken.

Charlie Clark covered the public relations success and the earned media program. She stated it was very difficult to earn but very powerful. She reviewed the 2015 public relations success and media highlights.

There was an informal questions and answer session with Council and Chamber representatives covering the DMO relationship, tax collections, home values, golf and tennis advertising, matching grant opportunities and the emergency advertising fund that is available.

5) Public Comment

Randy Tardy, Kumar Viswanathan, Eric Sommerville, Jane Joseph, Tom Gardo, George Paletta made comments and had their questions answered by the representatives of the Chamber.

At the conclusion of Public Comment, Mayor Bennett stated that Council Member Lee Edwards had requested to make an announcement.

Mr. Edwards said that, effectively immediately, he is resigning his position on Town Council and will continue to serve until a replacement is elected or appointed. He explained that he and his wife have purchased a home outside of Ward 3. Mr. Edwards stated he has thoroughly enjoyed serving on Council.

6) Adjournment

Mayor Bennett adjourned the workshop at 7:24 p.m.

Vicki L. Pfannenschmidt
Executive Assistant/Town Clerk

Approved: 02/16/2016

David Bennett, Mayor